



## Secure Your Organization and Your Budget with a CRM Audit

Ditch the risks that threaten your performance and save at least \$500K a year in expenses

Your entire CRM program is based on one simple belief: The information coming to you from your databases is good, accurate and current. And it better be. Your entire marketing strategy and ability to execute on that strategy, while complying with regulatory requirements, hinges on your data being right. **Everything you do is keyed off of your data - what you offer, how you word the promotion, who gets it, how, and when. Everything.**

Even more, if your industry is highly regulated, then you are legally obligated to make sure your data is spot on to ensure compliance with privacy and communications regulations. All that needs to happen is that one direct mail communication violates a consumer's privacy preferences, and your company can be sued.

So how do you keep yourself and your company out of hot water and execute a great marketing plan?

### Audit your CRM Architecture regularly.

More than ever, companies are procuring CRM Architecture Audits to evaluate how their data is collected, input, updated, reported and analyzed. Even more, these audits provide detailed recommendations for fixing architectural issues that threaten the validity, accuracy and value of data.

**DB Marketing Technologies routinely saves its large corporate clients at least \$500,000 a year in fees and unnecessary operating expenses.** That's real money that you can then reallocate to other parts of your marketing organization.

A CRM Architecture Audit by an



Let DBMT audit your CRM architecture and you will likely *get back at least \$500K a year, improve marketing performance, and keep the company out of hot water.*

independent and respected third party like DB Marketing Technologies (DBMT) shows that your company is working to ensure its customer practices are above reproach and that your team is doing everything in its power to operate at peak performance. At DBMT, we address every point of risk and opportunity in the CRM continuum. We not only identify if there are any breaches in the CRM architecture, but also make immediate fixes.

Our CRM Architecture Audit delves into the following critical areas:

- Strategy & Business Planning
- Measurement Methods, Metrics & Analytics
- Marketing Practices
- Customer Touchpoint Integration, Dataflows and Data Operations Management
- Marketing Database Technology, Design and Content
- Reporting & Data Access
- Vendor Team

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USE FOR ANY OTHER PURPOSES THAN EVALUATION  
REQUIRES WRITTEN APPROVAL OF DB MARKETING TECHNOLOGIES

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Task	Cost without Audit	Cost with DBMT Audit
Database Management	\$2,100,000	\$1,680,000
Addressing Errors and Delays	\$570,000	\$0
Database Migration	\$600,000	\$0
Marketing Database Performance Audit	\$0	\$150,000
Marketing Database Management Support	\$0	\$330,000
<b>Total</b>	<b>\$3,270,000.00</b>	<b>\$2,100,000.00</b>
<b>Actual Client Savings</b>	<b>\$0</b>	<b>\$1,170,000.00</b>

Fig. 1: Case Study of Client's Marketing Database Management Cost Comparison over 1 Year.  
Source: DB Marketing Technologies

### How much is your database costing you?

At the center of the CRM Architecture Audit is the database. Databases are the engines of your sales and marketing organization. They need regular tune-ups. Left on their own, mistakes go uncorrected and costs climb – until finally someone notices and jobs are lost.

Companies that outsource their marketing databases, consequently, wind up changing their database vendors about every five years as means of fixing the broken infrastructure. These migrations are costly, both in terms of time and dollars, and would likely be unnecessary if the vendors were audited on a regular basis.

### Careful, periodic audits will save you money!

You can ensure your marketing database

continues to deliver accurate insights and quality campaigns with DB Marketing Technologies audits. DB Marketing Technologies identifies database issues before they become critical errors, enabling proactive correction.

The findings from DB Marketing Technologies database audits detail the cost-saving enhancements our clients need to improve their data collection, data management, processing and ETL, database design, data quality, vendor-to-vendor interfaces and vendor integration. They provide an implementation plan that clearly defines what needs to be done and how much our clients will save by moving forward.

At DBMT, we take the risk out of data-driven decisioning and marketing. We make sure the data and architecture that supports sales and marketing are good, up-to-date, and cost-effective.

**Call DB Marketing Technologies today to schedule your consultation  
(212) 717-6000**